

FIVE

POWERFUL

REASONS

for an

APPEAL

on behalf

of the

ROYAL

MANCHESTER

CHILDREN'S

HOSPITAL

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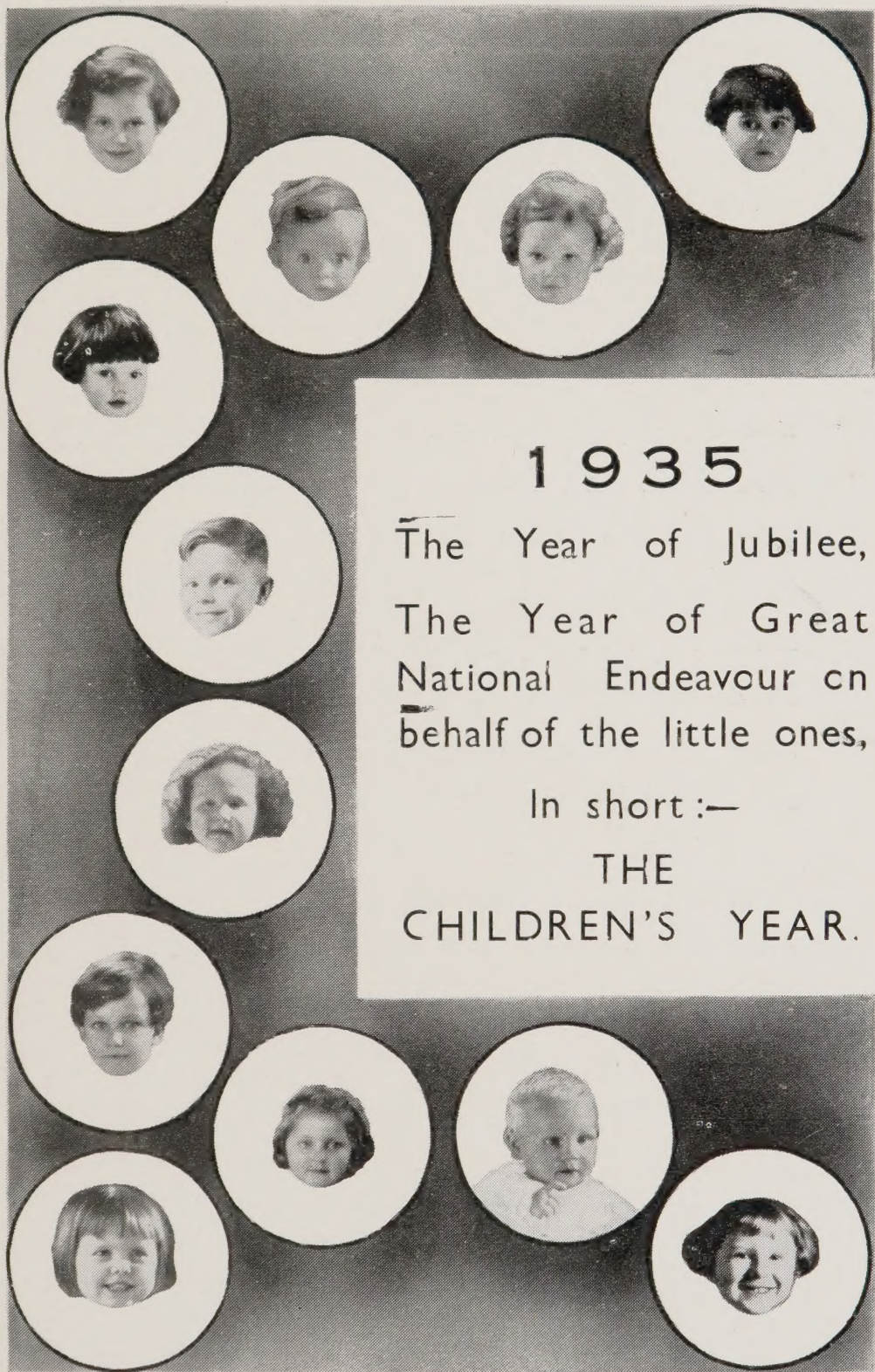
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Royal Manchester Children's Hospital

Pendlebury



1935

The Year of Jubilee,
The Year of Great
National Endeavour on
behalf of the little ones,

In short:—

THE
CHILDREN'S YEAR.

“THEME SONG”



Overleaf you saw a few samples of the material upon which this Hospital works. We give these little faces pride of place upon our title page, to introduce—in the first bars of the overture—the inspiring theme which permeates every section of this great institution, the Royal Manchester Children's Hospital. It is a theme of hope and confidence. Children enter—sick and sorry; and leave—well and happy.

You will read on, won't you? And then—take up the theme yourself, and share in this solid, satisfying work for the children.

Royal Manchester Children's Hospital

Pendlebury, Manchester.

Centenary Appeal for £100,000

*Now more than ever does our Country need
Strong arms, courageous hearts, the bull-dog breed,
To bear the load, to carry on the fight.
These have the courage, and the breed is right ;
We owe them health and strength—a debt
Of honour we must none of us forget.*

Since the opening of our Centenary Appeal, four months ago, the sum of £10,247 2s. 1d. has been received and acknowledged by the Honorary Treasurer, to whose thanks the Governors of the Hospital now add their own expression of gratitude. In the booklet which announced the Appeal, some indication was given of the Board of Governors' reluctance to invoke the help of the general public in surmounting the Hospital's difficulties. However, the advent of a new problem and a still greater responsibility left no alternative to a serious appeal for a large sum of money. The Governors feel that the response so far has been very satisfactory, and they gratefully thank every donor, every helper, who has contributed to the Fund's present total.

The Next £10,000

Prophecy concerning the result of a public appeal might in some cases be a hazardous venture, but we enter on the second stage of our expansive undertaking with serene confidence. Our conviction rests on solid ground; the Appeal—so long delayed—is now urgent, attended by special circumstances which accentuate the note of gravity; the cause is that wide, universal field of work—the children's welfare and

health. To everyone who is in a position to help, this call must surely be irresistible. The second £10,000 will be received just as soon as this Appeal has come under the notice and consideration of a greater number of large-hearted people.

“The Big Five”

This, our second booklet, will come into the hands of some thousands of recipients who did not see our first publication (now out of print) ; so we may state again the five urgent needs of the Hospital.

(1) Foremost is the obligation to obtain funds immediately, for the maintenance of the new Convalescent Home now approaching completion at Pendlebury, adjoining the Hospital. Under the will of the late Mr. Zachary Merton, a business man with interests in Manchester, a large sum of money was left for the building of Convalescent Homes. The Trustees made a grant of over £20,000 to the Royal Manchester Children's Hospital, for the building and equipment of a Home, but on condition that the money be used for those two purposes only, the Hospital to raise its own funds for maintaining the Home. To assure the full and proper benefit from this splendid acquisition a very substantial sum of money must be forthcoming—and very soon, for building operations are progressing rapidly and the Home will be opened this autumn.

(2) Then the nurses—those willing, capable cheerful, indefatigable workers at Pendlebury. The Hospital grows larger and wider in its area of public service, but the size of the Nurses' Home has not kept pace with the increased work ; and now every suggested improvement at the Hospital raises the question—can it be done where there is no accommodation for even one extra nurse? An additional wing to the Nurses' Home can no longer be delayed.

(3) At the Out-Patients' Department in Gartside Street the staff deals with an average of 100,000 attendances per annum. Gartside Street is the healing centre for thousands of children whose parents find the dispensary there a very present help in trouble. Here again the accommodation has become woefully inadequate and the Medical and Nursing staff are looking forward hopefully to the extension which will be possible when this Appeal has reached more hearts.

(4) Harking back to Pendlebury, the Hospital is well aware that some of its best efforts are hindered through the absence of two more wards: a special ward for Throat and Ear cases, and a ward reserved for infants. These two wards will be built as soon as the necessary money is available (a well-to-do and generous donor, realising what these two wards will mean to the Hospital, might enquire the cost and endow one himself!).

(5) Lastly, the Hospital is seriously—even dangerously handicapped for want of an Isolation block for infectious cases. Struggling along for years with an old building that has long passed its period of usefulness, the doctors will anxiously watch the progress of our Appeal, waiting to press their claim for a new Isolation block where infectious cases may be safely housed.

“The Big Six.

To encompass the whole five of the Hospital's urgent needs, a sum of six figures is essential. Not one of the five requirements can be left out if the Hospital's efficiency is to be maintained, and nothing short of the six-figure computation will solve the problems.

Many people do not fully realise the broad sweep of the work which goes ceaselessly on in the Royal Manchester Children's Hospital. The care and treatment of sick children certainly forms the major part, but the Hospital also covers

wide areas of research and investigation into the causes of disease, to the end that such diseases may be prevented, and preventive knowledge be spread abroad among parents, leading to healthier, happier childhood, and a better time generally for the coming generation. There is economy in this—and a powerful argument in support of a children's hospital. But—even more potent than the economic principle—there is the joy of doing good, the satisfaction of dealing a blow at an enemy of posterity. Thinking this over, one begins to envy those doctors and surgeons. Theirs is indeed a day of useful ministration. But we cannot all be doctors, and for us there remains the sustaining auxiliary service of helping to implement their labours by furnishing the ways and means. And when thinking **that** over, £100,000—considered as a contribution from Manchester and Salford towards the health and welfare of the younger generation—becomes a relatively small matter. £100,000. What is it? The President of this Hospital, speaking at a meeting in connection with this Appeal, used these exact words. He said: “£100,000—what is it? If the Children's Hospital needs £400,000, surely it can have it.” The President knows the value of this Hospital's work, and he rightly considers that the need of a hundred thousand pounds ought not to bar the way to its continued service to the two cities and the counties of Lancashire and Cheshire.

It will not bar the way. The call goes forth, and the money will come in.



“Getting Down to Brass Tacks.”

We have no liking for such didactic instructions as “Do it now,” “Sit down and write a cheque,” “Go and get a postal order,” etc. These impertinent commands do not help any cause. The good people of Manchester, Salford, Lancashire, Cheshire, are neither deaf, dull, nor drowsy. All we ask is that you will read our Appeal, and then think

awhile. Very soon you will agree with our President that £100,000—spread over two cities and two counties—should quickly be forthcoming when it is needed so urgently by the largest hospital for sick children in the North of England. And you, we feel sure, will do your share according to your means. There is no institution in the country more democratic than the Royal Manchester Children's Hospital. It exists essentially for the children of the people. And the Hospital hopes for a truly democratic response to this Appeal. Whatever sum is within your means—please send us that. It will be gratefully acknowledged. We don't say "Do it now." We say "as soon as you conveniently can." But you will remember, won't you, that the five pressing needs of the Children's Hospital are becoming more acute every day—so we hope to hear from you soon!

There is an addressed envelope in this booklet, but in case you mislay it, the man who is waiting to acknowledge your contribution is:—

THE HON. TREASURER,

Royal Manchester Children's Hospital,

Appeal Offices, King's House,

King Street West,

MANCHESTER 3.



“THE CHILDREN’S HOUR”

Broadcast from the Royal Manchester Children’s Hospital,
by the B.B.C., March 4th, 1935.



Photo by courtesy of the “Manchester Guardian.”



The Lord Mayor of Manchester
(Alderman S. Woollam) lays the
Foundation Stone of the Zachary
Merton Home, March 13th, 1935.

Photo by courtesy of
Allied Newspapers, Ltd.

“TREE DAY”

Happy little patients
gathered round the
Christmas Tree at the
Hospital.



*Photo by courtesy of the
“Manchester Guardian.”*



Royal Manchester Children's Hospital

Pendlebury, Manchester.

Out-Patients' Department: Gartside Street, Manchester.

Seaside Home: Lytham St. Annes.

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Mr. G. A. T. JESSON, M.B.E.

Mr. P. M. OLIVER, C.B.E.

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Royal Manchester Children's Hospital



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D. S. POOLE WILSON, M.S., F.R.C.S.

Assistant Visiting Surgeon :

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